

U.S. Army Garrison, Hawaii Public Affairs
745 Wright Avenue
Building 107, 2nd Floor, Wheeler Army Airfield
Schofield Barracks, Hawaii 96857

BACKGROUND PAPER

Category F: WEBSITE/BLOG (Unit Category)

www.garrison.hawaii.army.mil

U.S. Army Garrison-Hawaii Public Affairs

OBJECTIVE:

Long-term: To obtain and hold top-of-mind awareness as the go-to source for Soldiers and Families stationed in Hawaii when they're searching for information amongst competing unit websites.

Short-term: To comply with competing directives from multiple commands (OCPA, IMCOM, senior commander and garrison commander) while remaining intuitive, relevant and easy to use.

TARGET AUDIENCE:

Our primary audience is Soldiers and Families stationed in Hawaii. Our secondary audience is Department of the Army civilians, contractors and military retirees. Our tertiary audience is the local community outside the gates.

STRATEGIC COMMUNICATION:

The garrison website is in a daily state of editing and updating to ensure the most current and relevant information is available to our audiences, enabling this site to be the credible source in Hawaii. Page content is coordinated and cross-promoted with the 25th Infantry Division website, as our largest tenant unit and the home of the senior mission commander, for consistency and streamlining of messaging and information.

Our website is regularly linked in Hawaii Army Weekly articles and briefs, and social media posts.

Notable changes this year include the following:

On-post Alerts: As of June 2014, users could click on "On-Post Alerts" boxes on the garrison website and be seamlessly transported to an On-Post Alerts blog on www.HawaiiArmyWeekly.com. This page contains up-to-date and editable information about incidents on post, like unscheduled power and water outages and emergency situations. This feature allows Public Affairs staff to easily access and update on-post alert information using any Internet-enabled device, at any time. This addresses the limitations of sharing timely and relevant information with our audience during nights, weekends and holidays after non-emergency essential staff in Signal Command/Network Enterprise Center are sent home, as they control the military servers and firewalls.

New Pages: Among small additions and edits, several multi-page projects were launched:

- U.S. Army Museum of Hawaii, which features a historical collection of holiday menus and personnel rosters from 1898-1954: www.garrison.hawaii.army.mil/armymuseum/default.htm
- Schofield Generating Station Project environmental impact statement project: www.garrison.hawaii.army.mil/schofieldplant/default.htm.

New Features:

- Visual, quick links to life, health and safety issues like prevention of suicide, sexual assault and domestic violence.
- Featured information and upcoming events in “News You Can Use” box.
- Community Bulletins from the Installation Operations Center are linked, so the audience can easily reference upcoming impacts like closures and outages.